

Strand Theatre Key Stakeholder Focus Group Worksheet

Please use this worksheet to record your thoughts, impressions, ideas, etc. as you walk through the Strand Theatre. Please refer to the questions below to guide your thinking. You may choose to refer to your notes during the focus group. We kindly request the opportunity to collect your worksheet at the conclusion of the focus group.

The Strand Building and the Front Inside Area

1. What is your reaction/initial thoughts of the facility (e.g. size, surrounding neighborhood, physical condition, etc.)?
2. How do you think this area can be used more effectively/better?
3. Other thoughts

The Hallway of Mirrors

1. What is your reaction/initial thoughts to the Hallway of Mirrors (e.g. physical condition, size, possibilities for events, space that stands out, etc.)?
2. What events can you envision being held at the Hallway of Mirrors?
3. Other thoughts

The Gallery

1. What is your reaction initial thoughts of the Gallery (e.g. physical condition, size, possibilities for events, objects that stand out, etc.)?

2. What events can you envision being held at the Gallery?
3. Other thoughts

Auditorium and Balcony

1. What is your reaction to the facility (e.g. physical condition, size, possibilities for events, objects that stand out, etc.)?
2. What events can you envision being held at the Auditorium?
3. Other thoughts

The Stage and Backstage

1. What is your reaction/initial thoughts to the facility (e.g. physical condition, size, possibilities for events, objects that stand out, etc.)?
4. What events can you envision being held at the Gallery?
5. Other thoughts

STRAND THEATRE VISION TASK FORCE
TARGETED KEY STAKEHOLDER FOCUS GROUP QUESTIONNAIRE

1. Please share your initial reactions and thoughts on the Strand Theatre now that you have completed the walk through (please refer to your Worksheets as needed).
2. Based on the walk through and your knowledge of the local and greater Boston community needs, what are the opportunities/possibilities for the Strand Theater?
 - a) What events can you envision taking place at the Strand for youth, families, and residents?
 - b) What arts and cultural activities are possible at the Strand that will meet the local neighborhood and the greater Boston community's needs?
3. What are the ***most important steps/things*** the City of Boston should do to achieve your vision and help make the Strand Theatre a more attractive and interesting place to the neighborhood and Boston residents (e.g. bring the building back to its former majestic state, rebuild it into a movie theatre, etc.)?
4. How can the Strand attract audiences from across the City of Boston (e.g. offer cheaper costs for events, provide convenient transportation, promote the neighborhood as a great place for families to enjoy art and cultural events, etc.)?
5. Let's think creatively together. Are there any other options for the Strand Theater that we have not explored (e.g. private ownership, symphony performances, turn it into a music studio, etc.)?

STRAND THEATRE VISION TASK FORCE TARGETED KEY STAKEHOLDER FOCUS GROUP QUESTIONNAIRE

1. What activities have you attended at the Strand Theatre that you really enjoyed?
2. Given the Facts and Benchmark Sheets, please identify what you think are the three to five (3-5) most important arts and cultural activities not available for community residents in the Roxbury and Dorchester areas (art galleries, movies, music events, etc.) that could be conducted at the Strand Theatre? How about activities not available for youth? Have the community residents identify the top 3 answers for community residents and youth.
3. What are the 3-5 most important arts and cultural activities not available for people/residents across the City of Boston? How about activities not available for youth?
4. If these activities were occurring at the Strand Theatre, do you think people/residents and youth would attend from across the City of Boston? If so, why (e.g. costs for events are cheaper)? If not, why not (e.g. no transportation)?
5. We want you to think as creatively as you can. What are the most important steps/things the City of Boston should do to help make the Strand Theatre a more attractive and interesting place to neighborhood and Boston residents/people? (e.g. should the city rebuild it into a movie theatre, promote the neighborhood as a great place for families to enjoy art and cultural events, etc.?)
6. What word best describes your vision of a **new** Strand Theatre?
7. What can you contribute to the Strand Theatre to help build your vision?

Strand Theatre Vision Task Force

Targeted Key Stakeholder Focus Groups Participants

Monday – 5/24, 4 – 6:30pm

1. Joseph Cherry – Producer
2. Louis Castillo – Youth (former Strand Teen Player)
3. Carole Walton – BRA (economic development)
4. Jessica Bolt – Dickerman School (school)
5. Larry Mays – Log School (community)
6. Paulo Barros – Catholic Charities (community)
7. Aidee Pomaes – Vine Street Community Center (community)
8. Chef Lee – Local Business
9. Richard Wood, Former Technical Director, Strand Theater
10. LaRae Junior, Former Strand Teen Player
11. Akiba Abaka, Strand Intern
12. Steve Drayton, Log School (community)
13. Leora Bier, City of Boston Office of Business Development
14. Andy Hudak, City of Boston Property Management Department

Task Force Representative: Geri Guardino

Tuesday – May 25, 4 – 6:30pm

1. Naheem Allah – Producer 357-0900
2. Ed Grimes – Upham’s Corner Health Center (community)
3. Davida Andleman – Bowdoin Street Health Center (community)
4. Hal Cohen – Upham’s Corner Main Streets (local business)
5. Mila Monteiro—Dorchester Federated Neighborhood Houses (community)
6. James Reardon – Nutcracker (performer)
7. Mark Norton, Dorchester Bay EDC
8. Joan Tighe, Eastman Street Neighborhood Association
9. Linda Tucker, Chamber Theater Productions
10. Che Madyun, Resident

Task Force Representatives: Tyra Sidberry, Ken Novack, Magnolia Monroe-Gordon